

SHALL WE SAVE NEW YORK?

A Vital Question To Every One Who Has Pride In This Great City

SHALL we save New York from what? Shall we save it from unnatural and unnecessary crowding, from depopulated sections, from being a city unbeautiful, from high rents, from excessive and illy distributed taxation? We can save it from all of these, so far at least as they are caused by one specified industrial evil—the erection of factories in the residential and famous retail section.

The Factory Invasion of the Shopping District

The factories making clothing, cloaks, suits, furs, petticoats, etc., have forced the large stores from one section and followed them to a new one, depleting it of its normal residents and filling it with big loft buildings displacing homes.

The fate of the sections down town now threatens the fine residential and shopping district of Fifth Avenue, Broadway, upper Sixth and Madison Avenues and the cross streets. It requires concentrated co-operative action to stem this invading tide. The evil is constantly increasing; it is growing more serious and more difficult to handle. It needs instant action.

The Trail of Vacant Buildings

Shall the finest retail and residential sections in the world, from Thirty-third Street north, become blighted the way the old parts of New York have been?

The lower wholesale and retail districts are deserted, and there is now enough vacant space to accommodate many times over the manufacturing plants of the city. *If new modern factory buildings are required, why not encourage the erection of such structures in that section instead of erecting factory buildings in the midst of our homes and fine retail sections.*

How it Affects the City and its Citizens

It is impossible to have a city beautiful, comfortable or safe under such conditions. The unnatural congestion sacrifices fine residence blocks for factories, which remain for a time and then move on to devastate or depreciate another section, leaving ugly scars of blocks of empty buildings unused by business and unadapted for residence: thus unsettling real estate values.

How it Affects the Tax-payer

Every man in the city pays taxes either as owner or tenant. The wide area of vacant or depreciated property in the lower middle part of town means reduced taxes, leaving a deficit made up by extra assessment on other sections. Taxes have grown to startling figures and this affects all interests.

The Need of Co-operative Action

In order that the impending menace to all interests may be checked and to prevent a destruction similar to that which has occurred below Twenty-third Street:

*We ask the co-operation of the various garment associations.
We ask the co-operation of the associations of organized labor.
We ask the co-operation of every financial interest.
We ask the co-operation of every man who owns a home or rents an apartment.
We ask the co-operation of every man and woman in New York who has pride in the future development of this great city.*

NOTICE TO ALL INTERESTED

IN view of the facts herein set forth we wish to give publicity to the following notice:—We, the undersigned merchants and such others as may later join with us, will give the preference in our purchases of suits, cloaks, furs, clothing, petticoats, etc., to firms whose manufacturing plants are located outside of a zone bounded by the upper side of Thirty-third Street, Fifty-ninth Street, Third and Seventh Avenues, also including thirty-second and thirty-third Streets, from Sixth to Seventh Avenues.

February 1st, 1917, is the time that this notice goes into effect, so as to enable manufacturers now located in this zone to secure other quarters. Consideration will be given to those firms that remove their plants from this zone. This plan will ultimately be for the benefit of the different manufacturers in the above mentioned lines, as among other reasons they will have the benefit of lower rentals.

B. ALTMAN & CO.
ARNOLD, CONSTABLE & CO.
BEST & CO.
BONWIT TELLER & CO.

J. M. GIDDING & CO.
GIMBEL BROTHERS
L. P. HOLLANDER & CO.

LORD & TAYLOR.
JAMES McCREERY & CO.
R. H. MACY & CO.

FRANKLIN SIMON & CO.
SAKS & CO.
STERN BROTHERS

The undersigned endorse this movement for the benefit of the City of New York

Vincent Astor
University Club
Union League Club
Criterion Club
Ritz-Carlton
Hotel Biltmore
Hotel McAlpin
A. A. Vantine & Co.
Mark Cross Co.

Astor Estate
Waldorf-Astoria
St. Regis Hotel
Hotel Gotham
Hotel Belmont
Hotel Manhattan
Hotel Netherland
Hotel Lorraine
Charles Thorley

Astor Trust Co.
Columbia Trust Co.
Fifth Avenue Bank
Guarantee Trust Co.
Harriman National Bank
M. Knoedler & Co.
H. W. Johns-Manville Co.
Yale & Towne Mfg. Co.
Scott & Fowles Co.

Tiffany & Co.
Gorham Co.
Black, Starr & Frost
Theodore B. Starr, Inc.
Dreicer & Co.
Marcus & Co.
E. M. Gattle & Co.
Charles Scribner's Sons
Maillard's

W. & J. Sloane
Aeolian Company
C. G. Gunthers' Sons
A. Jaekel & Co.
Tiffany Studios
Higgins & Seiter
Davis Collamore & Co.
The Edison Shop.
Frank L. Slazenger

Brooks Brothers
Knox Hat Co.
Theo. Hofstatter & Co.
James McCutcheon & Co.
Cammeyer
J. & J. Slater, Inc.
De Pinna
Kennedy & Company
Fred'k Keppel & Co.

We ask Citizens, Merchants and Civic bodies to co-operate and send letters endorsing this plan to the committee, care of J. H. Burton, chairman, 267 Fifth Avenue.